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**Date:** 5/22/2017

**GAIN Report Number:**

## Israel

**Post:** Tel Aviv

### Tel Aviv Tidbits - May 2017

**Report Categories:**

Agriculture in the News

**Approved By:**

Bret Tate

**Prepared By:**

Jessica Sullum Shay

**Report Highlights:**

- ADM Steps into Israel's Grain Market
- Got Milk?
- Meat me in Haifa?
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- Dairy Goodness: From Frozen to Fresh

### **ADM Steps into Israel's Grain Market**

The global food processing and commodity trading company, Archer Daniels Midland (ADM), reached an agreement to purchase a controlling interest in an Israeli grain importation and distribution firm known as Industries Centers. "Industries Centers offers an entry point into a strong, established Israeli market. We have worked with them in the past to help us import our own products into Israel, and we know them as an experienced, capable partner," said Joe Taets, president of ADM's Agricultural Services business unit, in a statement. The transaction is subject to regulatory approval by Israeli officials. ADM anticipates the transaction to be completed in the coming months.

### **Got Milk?**

A joint committee comprised of experts from the Israeli Ministry of Economics and Ministry of Finance announced that the price of infant formula will now be under government control. As of now, manufacturers, importers and marketing chains are required to disclose their profit data for infant formula sales. If the committee finds that there is excess profit, they will recommend that a regulated price be set. According to Ministry of Finance officials, the initial study is expected to take approximately three months. Sources in the committee note that the price of baby formula in Israel is 12 percent higher than in many other western countries.

### **Meat me in Haifa?**

Since the creation of the first lab-produced hamburger, four years ago, researchers have been working steadily to perfect lab grown, or cultured meat. Israeli researchers are amongst those working in the field and, though no prototype of cultured meat exists in Israel as of yet, researchers are hoping to change that. On May 7th 2017 the Technion Israel Institute of Technology in Haifa hosted the first Israeli international conference on the topic of cultured meat, aptly named "Future Meating". The conference was sponsored by the Modern Agriculture Foundation and brought together researchers, entrepreneurs, and industry representatives interested in promoting and supporting cultured meat research.

### **Made in Israel**

The Israeli Ministry of Agriculture, in cooperation with the Blue and White Division of the Israeli Ministry of Economy and Industry, the Farmers' Union of Israel and the Manufacturers' Association of Israel, are working to better market Israeli products. As such, they have created a new labeling scheme to label local agricultural produce with a blue and white *Made in Israel* tag. The label will help consumers easily identify and promote local produce. The labeling will be voluntary and free of charge.

### **Fruit and Veggies? There's an app for that.**

Israel's Ministry of Agriculture launched a smartphone application that will provide daily fruit and vegetable wholesale prices to users. The new app is intended to create price transparency, help farmers get fair value, and help consumers to avoid paying exorbitant prices.

**Dairy Goodness: From Frozen to Fresh**

One of Israel's largest dairy enterprises, Strauss Dairy, has made a strategic decision to manufacture yogurt with fresh fruit from Israel instead of importing frozen fruit from abroad. Today Strauss imports 800 metric tons of frozen fruit per year for yogurt. It is reported that Strauss, through the use of fresh fruit, is planning to produce new seasonal fruit products. In addition, the company will try to combine Israeli citrus fruit in its products, a taste that is rarely used in international dairy products.